

DUPLICATE

## INVOICE



**WXYZ**  
**20777 W. 10 Mile Rd.**  
**Southfield, MI 48037**  
**Main: (248)827-7777**  
**Billing: (877)290-6086**

www.wxyz.com

Billing Address:

**New Media Firm**  
**Attention: Accounts Payable**  
**1322 G Street SE**  
**Washington, DC 20003**

Send Payment To:

**WXYZ**  
**P.O. Box 643405**  
**Cincinnati, OH 45264-3405**

Invoice #	Invoice Date	Invoice Month	Invoice Period
315395-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
Defend Michigan Democrac	Defend Michigan Democra	1798

Flight Dates	Order #	Alt Order #
10/26/12 - 11/06/12	315395	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
14019		

Agency Ref	Advertiser Ref
2	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/26/12	11/06/12	7 Action News This Morni	430a-5a	11111--	:30	5	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 4:42 AM 7 Action News This Morning 430a-5a :30 TV101X14112H \$300.00 NM									
2	10/26/12	11/06/12	5am News M-F	5-6am M-F	11111--	:30	5	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 5:54 AM 5am News M-F 5-6am M-F :30 TV101X14112H \$900.00 NM									
3	10/26/12	11/06/12	M-F 7-9am	7-9am M-F	11-11--	:30	4	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 8:41 AM M-F 7-9am 7-9am M-F :30 TV101X14112H \$2,000.00 NM									
4	10/27/12	11/03/12	GMA SAT 7-8am	SAT 7-8am	-----S-	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/27/12 7:59 AM GMA SAT 7-8am SAT 7-8am :30 TV101X14112H \$1,200.00 NM									
5	10/28/12	11/04/12	GMA SUN 7-8am	SUN 7-8am	-----S	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 7:42 AM GMA SUN 7-8am SUN 7-8am :30 TV101X14112H \$1,200.00 NM									



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Advertiser	Product	Estimate Number	
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/28/12	11/04/12	Action News SUN 8am	Sun 8-930am	-----S	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 8:13 AM Action News SUN 8am Sun 8-930am :30 TV101X14112H \$1,200.00 NM									
7	10/26/12	11/05/12	M-F 9a-10a	9-10am M-F	1-1-1--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 9:33 AM M-F 9a-10a 9-10am M-F :30 TV101X14112H \$1,500.00 NM									
10	10/26/12	11/05/12	Dr. Oz	4-5pm M-F	11-11--	:30	4	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 4:39 PM Dr. Oz 4-5pm M-F :30 TV101X14112H \$1,800.00 NM									
12	10/26/12	11/05/12	6-630pm M-F	6-630pm M-F	11-11--	:30	4	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 5:56 PM 6-630pm M-F 6-630pm M-F :30 TV101X14112H \$3,000.00 NM									
13	10/26/12	11/05/12	M-F 7-730p	7-730pm M-F	1-1-1--	:30	3	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 7:09 PM M-F 7-730p 7-730pm M-F :30 TV101X14112H \$3,000.00 NM									
14	10/28/12	11/04/12	Su 6-630p	6-630pm Sun	-----S	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$2,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 5:58 PM Su 6-630p 6-630pm Sun :30 TV101X14112H \$2,200.00 NM									
16	10/26/12	11/05/12	Jimmy Kimmel Live	1205am-105am M-F	11111--	:30	5	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 12:48 AM Jimmy Kimmel Live 1205am-105am M-F :30 TV101X14112H \$750.00 NM									
17	10/26/12	11/05/12	M-F 106a-206a	106am-206am	11111--	:30	5	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ F 10/26/12 2:02 AM M-F 106a-206a 106am-206am :30 TV101X14112H \$400.00 NM									



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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	10/27/12	11/03/12	SA 1230a-130a	1230am-130am	-----S-	:30	1	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/27/12 12:32 AM SA 1230a-130a 1230am-130am :30 TV101X14112H \$250.00 NM									
19	10/27/12	11/03/12	SA 130a-230a	130am-230am	-----S-	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S- 1 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/27/12 1:41 AM SA 130a-230a 130am-230am :30 TV101X14112H \$100.00 NM									
20	10/28/12	11/04/12	SU 1130p-12a	1130pm-12am	-----S	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 11:45 PM SU 1130p-12a 1130pm-12am :30 TV101X14112H \$1,000.00 NM									
21	10/28/12	11/04/12	SU 12a-1a	12am-1am	-----S	:30	1	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Su 10/28/12 12:33 AM SU 12a-1a 12am-1am :30 TV101X14112H \$350.00 NM									

Total Spots 17 Gross Total \$21,150.00

## Payment Terms 30 Days

Agency Commission \$3,172.50  
Net Amount Due \$17,977.50